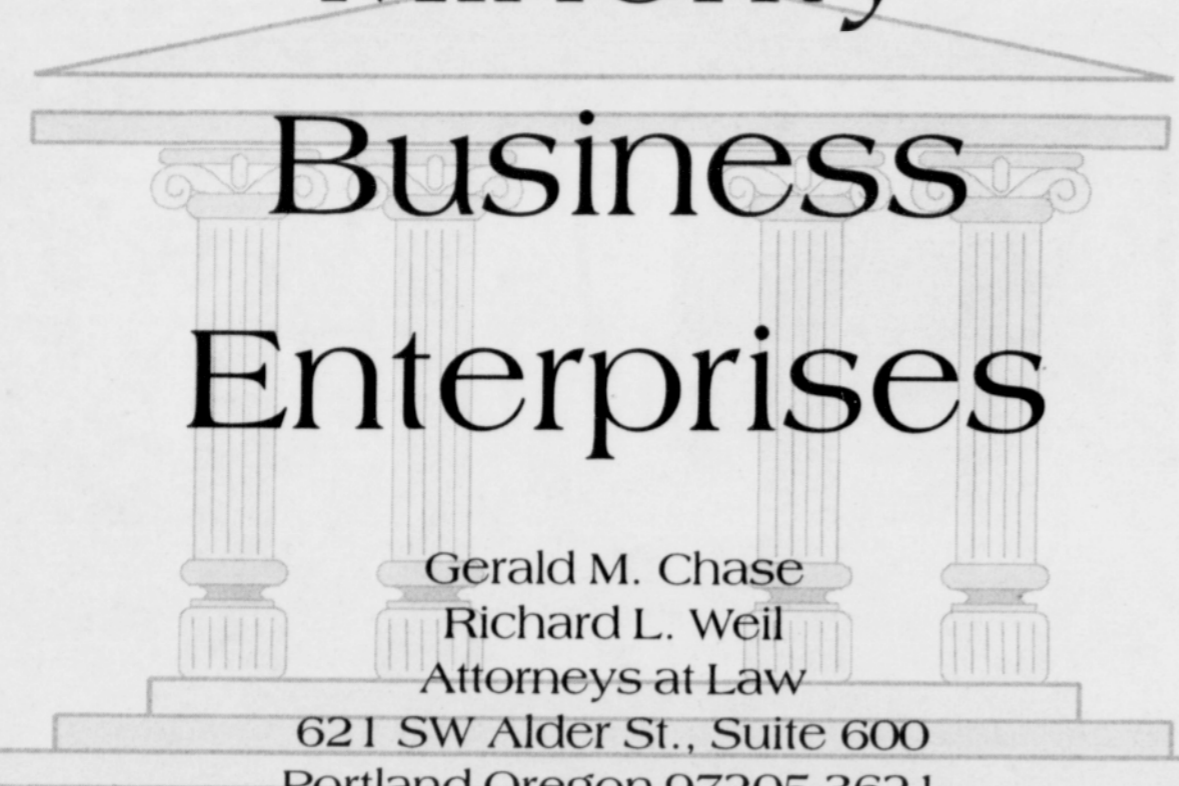


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PHOTO BY DONOVAN M. SMITH/THE PORTLAND OBSERVER

Portland fashion designer David Jefferson's apparel brand Stackin' Kickz t-shirts are sold at both Top to Bottom stores in northeast Portland.

'Sneakerhead' Turns Love into a Brand

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whole idea and the name of it," he says.

Never losing sight of running a successful clothing brand, Jefferson started again from the bottom and re-launched his clothing wear as a completely new brand called Stackin' Kickz. The products are sold at Top to Bottom and other Portland stores.

Though it may sound like a shoe brand, do not be deceived. The clothing comes more as homage to the so-called "sneakerhead" culture. Jefferson considers himself a sneakerhead himself, and it's a pretty deserving title when you consider that at owning 150 pairs of shoes he considers himself running low on footwear.

"I'm just living with a bunch of shoes in my house, they need to

be payin' their own rent," he jokes.

Stackin' Kickz has gone on to become one of the most recognized brands coming out of Portland. With an inventory that consists of t-shirts, pullovers, and hats, Jefferson aims to make clothing that stays true to his shoe-loving roots with a universal appeal. He even manufactures clothes specifically targeted to women and children.

"I don't really know when it all happened, I just know it seems like a lot of people know about Stackin' Kickz now. And they're buyin' 'em and they wearin' 'em and like a lot of 'em have no idea who I am, a lot of 'em don't even know it's a local brand you know what I'm saying. So it's been a blessing man."

To purchase Stackin' Kickz apparel and find out more about the brand, visit stackinkickz.com.

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